

REPORT OF THE DIRECTOR OF PUBLIC HEALTH

PUBLIC HEALTH SERVICE DEVELOPMENTS REPORT

Purpose of the Report

1. To provide the Policy Committee with an outline of the proposed Public Health Service Developments totalling £2.71m for approval.

Information and Advice

Public Health Finance Plan

2. The Public Health Revenue Budget for 2013 was approved by the County Council on 28 February 2013. Table 1 summarises the plan and shows how the Public Health Grant of £35.1m will be utilised.

Table 1

	£
Pre-commitments (inc Staff costs and Directorate expenses)	29.9
Estimated Local Authority Overheads	0.4
Income from Police and Crime Commissioner	(0.6)
Prescribing Costs relating to Primary Care Services	0.9
PH Directorate proposals	2.8
Innovation/Development fund	1.2
Earmarked Reserves for recurrent items (premises, service growth)	0.5
Total £	35.1

Public Health Development Proposals

3. In addition to existing commitments, the budget allows the opportunity for Public Health service developments totalling £2.71m, which are the subject of this report. The report provides further information on the evidence base of the proposals that have been requested by Public Health Policy leads to address local need.
4. Table 2 below provides an outline of developments by policy areas. Supporting rationale and anticipated outcomes can be found in Appendix 1. Further detail around each policy proposal can be found in the associated background paper.

5. These service developments were discussed and supported by Health and Wellbeing Board members at their workshop on 27 March 2013.
6. The Public Health Subcommittee considered the proposals on 16 April where members received a presentation from each Public Health lead outlining the underlying need, the rationale for investment (including information on investment to save in the longer term) and the anticipated outcomes. The Subcommittee reviewed the information on each case and challenged the cases accordingly.
7. The Public Health Subcommittee unanimously supported each proposal shown in Table 2 and recommended them for approval by the Policy Committee.

Table 2

	£
Sexual health	507,000
NHS Health Checks	459,000
Obesity, nutrition and exercise	540,000
Tobacco control	767,000
Workplace health	227,000
Public mental health	38,000
Community safety, violence prevention and response	153,000
Other public health developments	19,000
Total	£2.71m

8. More details on each of these elements, including proposals for spend, the rationale for each proposal and the anticipated outcomes, are provided in Appendix 1 and the associated background paper.
9. The Public Health grant includes a risk reserve of £1.2million, which is currently under discussion. The first call on this budget should be any additional funding required from the finalisation of NHS Contract envelopes. There are a number of pressures identified following the transfer of contracts that are still under consideration.
10. Once all pressures have been identified, it is recommended that any remaining developments across the Council that meet the criteria under the Public Health grant be reviewed. Each case will be considered for prioritisation in line with the Health & Wellbeing Strategy, the Council Strategic Plan, Public Health Delivery Plan and the Public Health Outcomes Framework. A further report will be presented to the Public Health Subcommittee outlining recommendations for approval of any proposed plans and any changes to plan shown in Table 1.

Statutory and Policy Implications

11. This report has been compiled after consideration of implications in respect of finance, equal opportunities, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such

implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION/S

The Policy Committee are asked to:

- 1) Consider and approve each of the Public Health service developments outlined in Table 2 of this report.

Chris Kenny
Corporate Director of Public Health

For any enquiries about this report please contact:
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Constitutional Comments (SG 07/05/2013)

7. The Committee is the appropriate body to decide the issues set out in this Report.

Financial Comments (ZKM 02.05.13)

8. The financial implications are outlined throughout this report and appendix.

Background Papers

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Report to Public Health Sub-Committee on 16th April 2013

Electoral Division(s) and Member(s) Affected

All

Details of proposed Public Health Service Developments for 2013/14

1. Sexual Health

Proposed spend £507k

Proposal: To introduce an initiative to prevent HIV and achieve earlier diagnosis
To extend the Sexions model for sexual health promotion to include the southern boroughs and achieve county wide coverage
To introduce a viral messaging service to increase the uptake of sexual health services in key target groups
To fund Chlamydia testing and treatment within CASH (Contraception and Sexual Health) clinics across the county

Rationale: Sexually transmitted infections (STI's) and unintended pregnancy are preventable
Many STI's have long term effects on health
There has been an increase in risky sexual behaviour, with continued ignorance about the possible consequences
There is a clear relationship between sexual health and health
Interventions which promote good sexual health are cost effective

Outcomes: Reduction in teenage pregnancies
Increased uptake of sexual health services by target population groups
Reduction in STI's and re-infections
Increased awareness about prevention of HIV and an increase in uptake at point of care testing

2. NHS Health Checks

Proposed spend £459k

Proposal: Commission multiple delivery routes to complement the current GP based model, to reach the groups least likely to take up a GP offer but most likely to be at risk of cardiovascular disease e.g. workplaces, carers centres.
Enhance and enable best practice in risk management (including lifestyle advice, behavioural intervention and referrals to other services such as smoking cessation, obesity pathway, and alcohol services).
Social marketing campaign to optimise uptake and behaviour change among target groups

Rationale: Commissioning a single provider model with GP practices will not achieve mandatory targets
This approach will reduce the risk of widening health inequalities
Will alleviate capacity issues associated with increased uptake

Outcomes: Reduction of premature mortality from cardiovascular disease through the early identification, intervention and treatment for those most likely to be at risk.
Reduction of inequalities in life expectancy

3. Obesity, Nutrition and Exercise

Proposed spend £540k

Proposal: To commission countywide Tier 2 (accessed directly by patients) and Tier 3 (services accessed through referral by GPs or other health professional) Community Weight Management services for adults (including pregnant women) and children across Nottinghamshire.

Rationale: Current provision of Tier 2 services is inequitable and there is no Tier 3 service across the county
If we do not provide weight management services the number of individuals that become obese and morbidly obese requiring weight loss drugs and surgery is likely to increase
There is an increasing amount of evidence of the need to tackle obesity before, during and after pregnancy to improve the outcome for both mother and child

Outcomes: Equitable provision of county wide community weight management services for overweight and obese adults and children to access support on weight, diet and physical activity
Reduction in excess weight in adults and children
Improved outcomes for both mother and child in pregnancy
Reduction in the numbers requiring weight loss drugs and surgery

4. Tobacco Control

Proposed spend £767k

Rationale: To commission a Go Smoke Free service to raise awareness of the harm caused by second hand smoke, focussing on the impact of tobacco smoke in the home and on children's health
Commission a tobacco control specific education programme for young people about the dangers of smoking and equip them with the skills challenge perceptions around cigarette smoking
Work with colleagues across public health to commission lifestyle programmes e.g. peer support for young people/social norms campaigns
Maintain the current quitter rates previously commissioned on a non-recurrent basis

Outcomes: Currently only £5k of the budget is spent on prevention and reducing the number of young people who start to smoke
Build on smoke free legislation and extend smoke free areas across Nottinghamshire
To invest with partners in the regional collaborative to tackle illegal and illicit tobacco across the whole county

Outcomes: Reduce the demand and supply of tobacco in Nottinghamshire and tackle the harm caused by smoking
Reduce health inequalities and associated wider determinants of health in the longer term

5. Workplace Health

Proposed spend - £227k

Proposal: For Nottinghamshire County to become an exemplary role model for health and wellbeing
To establish a workplace health and wellbeing award scheme
To establish partnership initiatives to assist people back into the workplace after periods of ill health

Rationale: An opportunity for an integrated approach to improving workplace health and wellbeing
Evidence suggests the better people feel at work the greater their contribution, the higher their personal performance and the performance of their organisation

Outcomes: Improved health outcomes for staff
Improvements in performance, lower sickness absence, staff turnover, presenteeism and HR/Manager time on conflicts, disputes, tribunals etc..
Improved involvement, innovation, energy, motivation, engagement, commitment and trust leading to greater financial efficiency, improved reputation and resilience

6. Public Mental Health

Proposed spend - £38k

Proposal: To commission Suicide Prevention Training to raise awareness and provide skills to primary care and other professionals to identify individuals at risk of suicide (£35k)
To build, strengthen and improve the existing Books on Prescription scheme by replacing, purchasing new books and marketing the service (£3k)

Rationale: No mental health awareness/suicide prevention training taking place to identify 'at risk' individuals
Evidence based cost effective intervention recommended through both national suicide and mental health strategies
To provide this self help scheme and ensure that Nottinghamshire supports the new national books on prescription scheme being introduced in 2013
NICE intervention to help individuals with common mental health problems such as anxiety and depression

Outcomes: Professionals are aware of where to signpost individuals when there is a concern
Reduce the number of suicides in Nottinghamshire
To enable people to access self help to understand and manage their wellbeing through self help reduce the demand on other mental health services

7. Community Safety, violence prevention and response

Proposed spend - £153k

Proposal: Implementation of a domestic violence training, support and referral approach consistently across general practice

Rationale: Domestic violence has been identified as a priority for action for the Safer Nottinghamshire Board, the Nottinghamshire Health & Wellbeing Strategy and for the recently elected Police and Crime Commissioner
1 in 4 women in their lifetime and 1 in 10 women a year are victims of domestic violence. Survivors of domestic abuse experience chronic health problems

Outcomes: General Practice can play an instrumental role in responding to and preventing further domestic violence. Implementing this approach will lead to increased case findings, improved support available sooner, reduction in people accessing emergency care, reduction in safeguarding issues and improvement in the quality of care for patients

8. Other Public Health Developments

Proposed total spend - £19k

Proposal: Falls Awareness (£5k)
Dementia Awareness (£5k)
Loneliness (£5k)
Health Protection, incidents and emergencies (£3k)
Infection prevention and control services (£1k)

Rationale: To support a range of different public health related issues e.g. raising awareness of falls and dementia, enhancing the quality of life for people with long term conditions and/or care and support needs
To create a small non pay budget to support the Infection prevention and control services and Health Protection policy areas

Outcomes: To develop plans identifying the most effective initiatives to support and tackle these issues